Parliament Neon Recommendation:

Mirror Neon:

- unique, differentiating, slightly upscale
- great for bars
- if not lit, branding is not as prominent so may not be as impactful at retail if not lit
- to get full effect must be viewed striaght-on

Sequential Neon:

- sequencing makes neon unique
- sequencing is eye catching and great for retail but may become annoying in bar environment
- prominent branding

Cost analysis:

100% Mirror Neon:

$3,200 tooling
$595,000 for units (3,500 units at $170 per unit)
$598,200 Total Cost

100% Sequential Neon:

$2,400 tooling
$777,000 for units (3,500 units at $222 per unit)
$779,400 Total Cost

50% Mirror Neon, 50% Sequential Neon:

$5,600 tooling ($3,200 tooling for mirror neon; $2,400 tooling for sequential neon)
$315,000 for mirror neon (1,750 units at $180 per unit)
$404,250 for sequential neon (1,750 units at $231 per unit)
$724,850 Total Cost

Recommendation: produce both Neons

Rational:
- enables us to have most appropriate piece for each environment (bars, retail)
- provides flexibility for future purchases

Cost Implications:
- Less expensive then producing only Sequential neons
- $126,650 more then producing only Mirror neons

Timing: From time of approval

	Bidding	Production	Shipping*
Mirror Neon:	5 weeks	10 weeks	7 weeks
Sequential Neon:	5 weeks	9 weeks	7 weeks

* (2 weeks from vendor to PMX, 3 weeks from PMX to TPI, 2 weeks for TPI installation)

2071220425

Source: https://www.industrydocuments.ucsf.edu/docs/gfgy0004

Sample Timeline Mirror neon:

Final prototype approved	March 12
Competitive Bidding	March 12 - April 16
PO prepared	April 20
PO signed	April 23
Production	April 26 - June 25
Shipping	June 25 - August 13
At GMR	July 9
In-field (retail)	August 13

Sample Timeline Sequential neon:

Final prototype approved	March 19
Competitive Bidding	March 19 - April 23
PO prepared	April 27
PO signed	April 30
Production	April 30 - July 2
Shipping	July 2 - August 20
At GMR	July 16
In-field (retail)	August 20

*** Note: With bid-waiver, Mirror neon could be at GMR June 4 and at retail July 9. With bid-waiver, Sequential neon could be at GMR June 11 and at retail July 16.

2071220426

Source: https://www.industrydocuments.ucsf.edu/docs/gfgy0004